

PODDAR HOUSING & DEVELOPMENT LTD
DOSSIER FOR APRIL 2018
BY
WHITE MARQUE SOLUTIONS (WMS)

April 30 Day Plan (Poddar Housing)

Objective	Messaging	Approach	Frequency	Achieved	Appeared
Thought Leadership	Authored articles	E-mail/ Telephonic Interactions/ Authored Articles	1 to 2	1	BTVi
	Interviews/Live Chats	One-on-one/Telephonic/Q & A			
Relationship Building	About the upcoming/on-going projects, growth plans, etc	Face-to-face/Telephonic	2 to 3	4	Times Property, Mumbai Mirror and Magicbricks, cnbc 18
Share of voice in Industry Stories	Government Initiatives, Affordable housing in India, Industry Trends, RERA effect - year end story	Dial-a-quote	8 to 10	10	Property House magazine, Magicbricks.com, DNA, Pudhari, Loksatta, nyoooz.com, Zeebiz.com, 99 acres.com , TheNational, The Hindu
Innovation	Real Estate Dialogue (RED) on "Is Affordable Housing a viable option for the private sector?"	Face-to-face/ panel discussion	1	1	Magicbrick.com
Project Profiling	PODDAR SPRAHA DIAMOND IN CHEMBUR	E-mail Interaction	Real time basis	1	Construction and Architecture Update

EXPOSURES FOR THE MONTH

INNOVATION

PANEL DISCUSSIONS, INTERVIEWS





PORTAL: MAGICBRICKS

EXPOSURES FOR THE MONTH

THOUGHT LEADERSHIP

AUTHORED ARTICLES, INTERVIEWS, LIVE CHATS



**THOUGHT
-LEADERSHIP**



PRIMETIME IMPLICATIONS OF MUMBAI DEVELOPMENT PLAN

Bloomberg | Quint



PRIMETIME DEVELOPMENT PLAN: LESSONS TO BE LEARNT

CHANNEL: BTVi

SHARE OF VOICE



Maharashtra RERA: Making every square foot count

The real estate regulatory authority has taken significant steps and actions while hearing property cases since a year of its inception on May 1, 2017

DNA Correspondent
correspondent@dnaindia.net

aharashtra Real Estate Regulatory Authority was the first of its kind vigilance authority launched by the state to regulate real estate. Come 1 May, the authority will complete a year. In this time span, MahaRERA made headlines as it heard thousands of cases — of which many were amicably settled. However, certain actions taken by the authority have turned many heads. One such decision was to not hear tenants in the case of redevelopment of building as it considered them co-promoters.



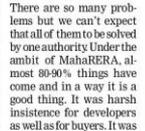
Image for representational purposes only

Another important action has been that of forming two bodies under itself to hear cases respectively. A conciliation forum was formed earlier this year wherein home buyers and developers could approach in order to reconcile, however, if either party still had grievances, they could approach MahaRERA. Further, they could file a case in the appellate tribunal. In one such case earlier this month, the tribunal asked MahaRERA secretary Vasant Prabhu to initiate action against an architect too.



DNA spoke to home buyers and experts from the real estate sector in the state in order to reflect MahaRERA's overall performance.

—**Dhaval Ajmera**, Director, Ajmera Realty



There are so many problems but we can't expect that all of them to be solved by one authority under the ambit of MahaRERA, almost 80-90% things have come and in a way it is a good thing. It was harsh insistence for developers as well as for buyers. It was not just developer who has to suffer but everyone had under the ambit of MahaRERA. We believe it should be rationalised and not one-sided.

—**Arqam Shaikh**, Owner, ARC Associates.



MahaRERA has been the biggest success across India — Maharashtra has the largest number of projects registered. The authority is doing its work such that it sets an example for other states.

states. In terms of MahaRERA's performance, the prognosis so far is good. MahaRERA has brought in transparency and accountability for home buyers, which has enhanced trust and confidence in them.



With RERA implementation, the previously unorganised real estate sector is slowly getting organised. It has brought a lot of transparency and structural process in the sector as every project now needs to be registered and share their construction status on the RERA website every quarter. Home buyers are protected by the regulator in terms of timelessness, possession, no extra cost and charges only as per the carpet area.



MahaRERA has brought an overall potential growth in the sector by enhancing professionalism and standardisation.



MahaRERA has increased not only developers' confidence but also of the end buyers. The real estate market has shown positive signs of revival as various aspects of MahaRERA law to redevelopment there is a major concern(sic) as most buildings in Mumbai are being redeveloped, this will keep a lot many projects out of its reach. MahaRERA should re-think on this and decide suitably.

friendly buyers can invest in luxury and affordable housing segment owing to great options at prices and good investment returns with time bound possession.



The Real Estate Regulation & Development Act (RERA) is a landmark legislation poised to catapult the sector into its next phase of growth, laid on the foundation of being transparent, competitive, hassle-free and consumer-centric, which certainly benefits corporate developers like us.



Implementation of MahaRERA has helped in bringing transparency and providing a unified legal regime for purchase of residential apartments. It has helped in rehabilitating the relationship between the builder and buyers.



All information regarding the project, layout plans, land status, government approvals, delivery timelines, amenities, details of necessary approvals and more is available under a common platform.



MahaRERA leadership is trying to be more pragmatic while regulating the real estate sector, so much so that many a times it is being perceived as too soft towards promoters. MahaRERA's top most concern appears to promote the real estate sector.

—**Manoj Deshpande**, Chairman, Mumbai Grubrah Panchayat.



अक्षय तृतीयेच्या शुद्धवैशाख धरतळवेदीला उठाव घेऊन, अग्नी विष्णूकारांना अर्घ्या आहे. अग्नीला कर्षी रेवा लागू झाल्यामुळे गाढकामांमध्ये काढी अग्नी विष्णूकारांच्या विश्वास वाढलेला दिसतो. त्यामुळे पारंपरिक स्वतंत्रता होण्यास मदत होत असल्याचे प्रतिवादी उत्तम मिळते. अग्नी या क्षेत्राला वाढते.

वसल होऊन गुणिगीत वाढ झाल्याचे दिसून आले आहे', असे अजमेरी प्रिन्सिपल सेंट्रल कार्यालय प्रमुख अजमेरी यांनी म्हणले आहे. 'परंपरागत कृषि व पशुधन कृषि शाखा वेळोवेळी नवीन यंत्रणेच्या मदतीने अद्ययावत ठेवणे गरजेचे आहे. 'सिनेमॅटोग्राफी' यंत्रणेचा वापर करून अजमेरी यांनी अनेक प्रयोगे करून घेतले आहेत. 'सिनेमॅटोग्राफी' यंत्रणेचा वापर करून अजमेरी यांनी अनेक प्रयोगे करून घेतले आहेत. 'सिनेमॅटोग्राफी' यंत्रणेचा वापर करून अजमेरी यांनी अनेक प्रयोगे करून घेतले आहेत.

स्वातंत्र्य चिकित्सा-सिपल प्राप्ती होईल, अशी आशा प्रमुख अजमेरी यांनी व्यक्त केली आहे. 'सिनेमॅटोग्राफी' यंत्रणेचा वापर करून अजमेरी यांनी अनेक प्रयोगे करून घेतले आहेत. 'सिनेमॅटोग्राफी' यंत्रणेचा वापर करून अजमेरी यांनी अनेक प्रयोगे करून घेतले आहेत.

गृहप्रवेश ऑफर
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२० लाखात 1RK
रही पडोश
होम लोड उपलब्ध
NO GST
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Property in Maharashtra: How RERA is making every square foot count

Come 1 May, the authority will complete a year. In this time span, MahaRERA made headlines as it heard thousands of cases — of which many were amicably settled. However, certain actions taken by the authority have turned many heads. One such decision was to not hear tenants in the case of redevelopment of building as it considered them co-promoters



complaints against MahaRERA and its functioning. However, the decision of not entertaining the cases related to redevelopment there is a major concern(sic) as most buildings in Mumbai are being redeveloped, this will keep a lot many projects out of its reach. MahaRERA should re-think on this and decide suitably.

—Arqam Shaikh, Owner, ARC Associates.

MahaRERA has been the biggest success across India - Maharashtra has the largest number of projects registered. The authority is doing its work such that it sets an example for other states. In terms of MahaRERA's performance, the prognosis so far is good. MahaRERA has brought in transparency and accountability for home buyers, which has enhanced trust and confidence in them.

—Dr Niranjan Hiranandani, National President, NAREDCO

With RERA implementation, the previously unorganised real estate sector is slowly getting organised. It has brought a lot of transparency and structural process in the sector as every project now needs to be registered and share their construction status on the RERA website every quarter. Home buyers are protected by the regulator in terms of timeliness, possession, no extra cost and charges only as per the carpet area. MahaRERA has brought an overall potential growth in the sector by enhancing professionalism and standardisation.

—Rohit Poddar, Managing Director of Poddar Housing and Development.

MahaRERA has increased not only developers' the confidence but also of the end buyers. The real estate market has shown positive signs of revival as various aspects of MahaRERA law have helped build customer confidence in the sector at large. With the



However, putting up a contrasting view, Goradia pointed out that no developer, as yet, has been benefitted by the infrastructure status of affordable housing.

Rohit Poddar, MD, Poddar Housing brought forth another key element, which is the social infrastructure and connectivity of the area where affordable houses are being constructed. "Social infrastructure and connectivity are very important to create affordable housing in a locality," he said.

Is there enough money available in the market for creating affordable houses?

Kirti Timmanagoudar, partner, Brick Eagle said, "Though money is available for affordable housing. But the ticket size of constructing such homes is very small as it lies between Rs 10- 30 cr, for this, there are not many investors in the market."

There was also a brief discussion about rental housing, which can play a big role in mission housing for all. Timmanagoudar brought forth an interesting concept where government can lease its vacant land to developers for say 30 years to build rental housing.

Home >> Mumbai

Speak up Mumbai | MahaRERA: Making every square foot count

By DNAIndia | Monday | 16th April, 2018

PORTALS: MAGICBRICKS.COM

PORTALS: NYOOZ.COM



PORTAL: THE NATIONAL

QUOTES

WEEKEND HOMES SECOND

PROPERTY HOUSE

The Ministry of Housing and Urban Affairs (MoHUA) is working on a National Urban Rental Housing Policy (NURHP) to alleviate housing shortage in urban areas by encouraging renting of homes as millions of houses lie vacant across the country

Mr Rohit Poddar, Managing Director, Poddar Housing and development Ltd

"A holistic incentives rental housing policy is very important in fulfilling the housing for all need. Everyone don't want to buy house, they may also rent the house for sometime specially those who are moving from one place to another for their job or any other purpose. It is important to create a pool of good quality residential stock in the market, at the good location and it should be available in the reasonable price for the people to rent. The schemes should be obviously cross subsidies or an incentive base scheme for the developers to consider building extra housing stock. As we all are aware that rental lease are below 3% in most part of India on residential property. So we look forward to a practical and executable rental housing policies from the hon. union Housing and Urban Affairs Minister Hardeep Singh Puri".

PUBLICATION: Property House

Developers expect a smart sales recovery this Akshaya Tritiya

By Subhadra Badauria
April 18, 2018 19

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One of the most opportune occasions to buy properties, Akshaya Tritiya is expected to revive the housing segment this year. freebies, waivers and discounts are likely to lure customers and spur market sentiments.

The Indian real estate sector has experienced several challenges due to the implementation of reformatory policies such as demonetisation, Goods and Services Tax (GST) and [Real Estate Regulatory Authority \(RERA\) Act 2016](#). These have resulted in dwindling sales and restrained market sentiment. However, the onset of the festive season has gradually turned winds in the favour, bringing buyers back in the market.

Historically, the property market has witnessed significant growth during festivals such as Gudi Padwa and Akshaya Tritiya. These festivals are considered auspicious for buying jewellery and property as there is a popular belief that anything initiated on these days, particularly Akshaya Tritiya, continues to grow and prosper. This positive sentiment often motivates people to buy properties.

Also, the festival holds equal significance for the developer fraternity, as it fosters good business. Therefore, most of the builders and developers provide discounts and special offers to entice customers. This Akshaya Tritiya too, developers have come up with array of offers and are looking forward for high sale closures.

“Developers are hopeful that sales will pick up from this quarter of the new financial year as housing market is forecasted to be very bullish and a lot of developers want to cash on it. Also, an increase in buyers base is anticipated backed by attractive price and RERA which has not only provided transparency to the customers but has also given assurance to the homebuyers that their money is in safe hands”, shares Rohit Poddar, Managing Director, Poddar Housing & Development Ltd.

Reiterating the same. Dhawal Ajmera, Ajmera Realty, shares that

Anshuman Magazine, Chairman India & South East Asia, CBRE says, “In India, for homebuyers, Akshaya Tritiya it is considered as the most auspicious period to invest in owing to the traditional customs. Developers also launch attractive offers and schemes as well as focus on marketing activities during this time to target the potential buyer. Moreover, this year Akshaya Tritiya is at a time when the overall sentiment for the real estate ecosystem is gradually improving and the residential market is steadily witnessing a revival.”

PROJECT PROFILING





Property prices may rise as Navi Mumbai ready for Take OFF with good Infrastructure development

ROHIT PODDAR
Managing Director, Poddar Housing and Development Ltd

After the announcement of its Bhoomi Poojan by Prime Minister Narendra Modi on February 18, the Navi Mumbai International Airport (NMA) is set to change the way Mumbai flies, but along with it, the satellite city is expected to experience a big boost in terms of overall development and shift the home-buyers' interest from other suburbs to peripheral areas such as this due to the appeal of an already wellplanned city and future infrastructure augmentations

Idea: Rohit Poddar, Managing director, Poddar Housing and Developer will share his perspective on the same

- Will prices go up in Navi Mumbai immediately and if yes then



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Idea: Rohit Poddar, Managing director, Poddar Housing and Developer will share his perspective on the same

- Will prices go up in Navi Mumbai immediately and if yes then what will be the per sqft area in Navi Mumbai places like ULWE, KHARGAR and NEW PANVEL
- Will home buyers change their preference from Mumbai to Navi Mumbai in coming future due to developments and connectivity

Effect on real estate sector due to rise in Home loan rates

Banks led by State Bank of India (SBI) have started hiking their marginal cost of funds-based lending rate (MCLR), signalling a rise in equated monthly instalments (EMIs) on retail loans, including home and car loans. According to its recent survey as many as 4-40,000 residential units remain unsold across key cities of India at the end of 2017. The affect of RERA, GST and Demonetization is still tumbling the real estate sector even now before getting recovered from this there is another major hit for real estate that is rise in marginal cost of funds-based lending rates (MCLR). This means that all types of loans – ranging from personal to car to home loans – are going to cost more soon. This might leave real estate sector in loss for some more duration.



“
NURHP will also affect brokers who are running their business by sucking the blood



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Inputs: Managing Director of Poddar Housing & Development Ltd will be happy to share insights on:
 ■ What will be effect on real estate sector by the announcement on hiking the EMIs rate on home loans?
 ■ Why still the unsold unites number are increasing instead of RERA and other laws in place?

Effect of National urban Rental Housing Policy (NURHP) on Real Estate

NURHP is to alleviate housing shortage in Urban houses that lie vacant across the country. RERA, GST & Demonetization which tumbled real estate sector a lot for a very long time resulting in flats to be unsold. So because of the implementation of NURHP, builders might get some relief. Instead of keeping the flats vacant they can get some rent which make the situation stable rather than running in losses. NURHP will also affect brokers who are running their business by sucking the blood of tenants in terms of money. Their game will come to an end because Government is setting up the rent percentage separately for all the areas, so that tenant can pay according to the percentage that government has fixed for his/her area.

Inputs: Managing Director of Poddar Housing & Development Ltd will be happy to share insights on:
 ■ What will be the effect on real estate sector on announcement of NURHP
 ■ How this NURHP will affect the brokers and builders.



USP of the Poddar Spraha Diamond

- Poddar Spraha Diamond is located within a kilometre of the Iconic Diamond Garden in Chembur
- Poddar Spraha Diamond is close to schools, hospitals, malls, banks multiplex restaurants and more.
- Within a radius 2-3 km lies the Chembur Monorail and the Eastern Express Highway, ensuring easy access to various parts of Mumbai.
- Poddar Spraha Diamond provide facilities like CCTV surveillance, Video door phone, Gas connection, 2 level Basement car park, branded Kajaria flooring, Jaquar bathroom fittings and Hindware sanitaryware, 24x7 Security, spacious kitchen and AC Gymnasium



THANK YOU!

